# GRANT GUIDELINES – SPRING 2017
Community Celebrations Grant Program

Deadline
**Submit a final application ONLINE
by 11am, Tuesday, February 21st, 2017**
Applicants are invited to request a review of their draft submission in advance. Email or call the grant administrator by 10 days in advance of the deadline to ask for review of a draft online application. **Please Note:** Community Celebrations Grant applications are now accepted online through the Apricot grant management system. See below for instructions on how to apply.

**Tompkins County
Tourism Program**
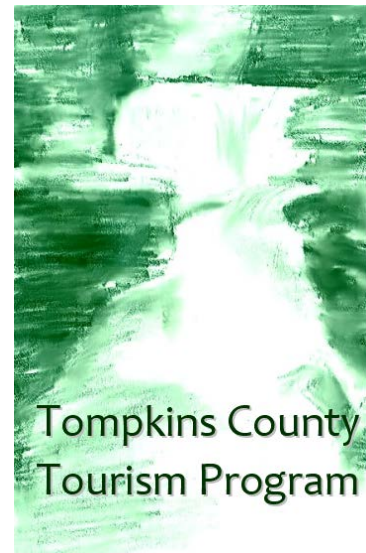
Contact – Grant Administrator
Tom Knipe, Principal Planner / Tourism Program Director
tourism@tompkins-co.org, 607-274-5560
Related forms and step-by-step instructions to access the new online application are available here: www.tompkinscountyny.gov/tourism/celebrations

Summary of Funding Opportunity
Community Celebrations Grants are awarded twice a year by Tompkins County to support events in our community that convey our unique culture and history. These grants allow us to dig into our past, to educate the public about our cultural inheritances, to give residents a way of understanding and enjoying local culture, and to expand contemporary local culture in ways that are informative, educational and just plain fun. These grants are available to any recognized community within the County.

A Celebration is an event, program or series of events endorsed by a municipality or other recognized community, is free and open to all, and is planned by community members as a benefit to the community. A Celebration is also defined as an observance, commemoration, jubilation, inauguration, presentation, or any other "red letter day" or salute that has meaning for the community. A community is a recognized municipality, or a part thereof, within Tompkins County; a traditional, cultural and/or ethnic organization; or group that hopes to build on historical, architectural, musical, culinary, agricultural and/or cultural traditions by providing venues for local performers and local products.

The goal of these grants is to enhance the quality of life for residents. Carnival-type events or attractions are not typically funded. Community Celebrations Grants are funded by a room occupancy tax collected by hotels and B&Bs in Tompkins County. This is one of several grant programs of the Tompkins County Tourism Program for which the Strategic Tourism Planning Board (STPB) provides oversight and direction.

General Guidelines

All events must be free and open to the public without discrimination.

The grant review committee will ask the question: Is this event a real Celebration that builds community? Applicants should also address that question.

The review committee encourages applicants to think of all the ways that life here is made richer by the area's history, folklife, architecture and ethnic heritage. Grant applications will be reviewed by a number of committees, and awards will be made by the Tompkins County Legislature.

Applicants are encouraged to source goods and services locally.

Funds Available

This fall, a total of $35,000 is available for Community Celebrations. Individual grants may be requested for a minimum of $500, up to a maximum of $2,000. In exceptional situations, an application may be made to exceed this amount, but strong reasons must be given to support such a request. The average award has been approximately $1,250, with some grant recipients receiving more and some receiving less. This program typically has less funding available than the total funds requested.

Awards will be paid directly to municipal governments or to registered not-for-profit organizations. **Note that this is a change from previous grant rounds; eligible not-for-profit organizations may now apply directly for a Community Celebrations Grant**, whereas in the past a municipality had to act as the fiscal sponsor. Community Celebrations organizers may still apply with a municipality as the fiscal sponsor and must receive approval from the municipality prior to submitting an application. Proof of approval will be in the form of a simple statement on the application form. Successful applicants applying under the fiscal sponsorship of a municipality should contact their individual municipality for payment instructions. All unspent funds will be returned to the County.

Fundable expenses include, but are not limited to:
- Local artists, performers or providers of cultural programming
- Support for volunteers
- Certain professional services needed to produce a successful Celebration
- Educational materials
- Food is fundable only if it is related to the theme of the event and is demonstrated to the audience. Example: If the event celebrates Italian culture, the grant could be used for the purchase of Italian food and a cooking demonstration.
- Reusable banners

Ineligible expenses

Spring 2017 Community Celebrations Grant Guidelines – Applications DUE online by 11am, Tuesday, February 21, 2017.

- Bounce houses, carnival-type rides, gifts, fireworks, building repairs or alterations, and prizes
- Paid staff time

Details
- **Under New York State Municipal Law, not all entities are eligible to receive funding from a County government.** For example, the Tompkins County government may only award a grant to another municipality or certain not-for-profit agencies. Before completing the application, please consult with your accountant or attorney to confirm that your organization is eligible to receive money from a County government. For-profit organizations are not eligible to receive a grant.
- Events that exclusively promote religious traditions are ineligible.
- Award decisions are made twice annually on a competitive basis. A previous award for the same event does not guarantee future funding.
- Preference will be given to applications containing components of local culture, heritage and/or history.
- The Celebration must take place in Tompkins County.
- Applicants must demonstrate a financial match of at least 50%. The match can be met through cash support from other sources, event revenues and/or in-kind contributions.
  - Donated goods and professional services may be considered in-kind contributions.
  - The value of donated goods will be their estimated retail value.
  - Volunteer time may be included towards a calculation of in-kind contributions only where this time would otherwise need to be replaced by paid staff time or paid professional services. General event volunteers, such as registration volunteers or organizing committee members, may NOT be counted towards in-kind support for the purposes of demonstrating a match, but the time contributed by volunteer event organizers, photographers, massage therapists, face painters, musicians, etc., may be counted. Where the specific value of the service is not estimated directly by the service provider, use an estimate of $23.56 per hour[1].

Ineligibility for Future Funding
Organizations failing to acknowledge support from the Tompkins County Tourism Program will become ineligible for future funding.

Organizations failing to furnish a grant report within 30 days of the completion of the Celebration will become ineligible for future funding.

Schedules – When to Apply:
Submit an application in the **Spring Community Celebrations Grant Round** if the event occurs between May and December (of the year of application).

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[1] This is an independent estimate of the value of volunteer time in the United States in 2015. Source: Independent Sector. http://www.independentsector.org/volunteer_time

Submit an application in the **Fall Community Celebrations Grant Round** if the event occurs between January and April (of the next year).

Review Committee

A review committee from the STPB will evaluate requests for grants. Chaired by the County Historian, the committee will have at least two members of the STPB and one member of the Tompkins County Legislature. The review committee is responsible for presenting a recommendation for the allocation of Community Celebration Grant funds to the STPB, which will then make a recommendation to the Legislature.

Evaluation Criteria

The review committee will score applications based on an assessment of how well they meet the following six criteria and answer the related questions:

1) **Cultural and Historic Value**
   - Is the event a real Celebration that builds community?
   - Are significant historical educational elements incorporated?
   - Are components of local heritage or culture highlighted?

2) **Community Value**
   - Does the Celebration demonstrate broad and deep community support through partnerships, financial and in-kind contributions, and volunteers?
   - Does the Celebration support local talent and performers and source locally grown food, locally manufactured products, and services from local businesses?
   - Tradition: Does the Celebration demonstrate a history of importance to the community?
   - If new, does the Celebration demonstrate a compelling vision and innovative addition to local event/festival offerings?
   - Does the applicant demonstrate coordination with other partners of the Tompkins County Tourism Program?

3) **Ability to Deliver**
   - Is there organizational capacity to produce a successful Celebration?
   - Is there evidence of an event plan with adequate personnel, budget, volunteers and other resources?
   - Does the applicant demonstrate evidence of healthy reflection, learning and adjustment from past events?
   - Has the applicant taken advantage of the technical assistance provided by the Tompkins Festivals Program?

4) **Diversity**
   - Does the Celebration promote social diversity and inclusion?
   - Does the Celebration support geographic diversity in the distribution of Community Celebrations Grant funds?

5) **Sustainability**
   - Are sustainable event management practices used?
   - Does the Celebration promote sustainability?

6) **Clarity of Application**
   - Is the application complete, with no key information missing, and is it free of grammatical and numerical mistakes?
   - Is a detailed and interesting description of the Celebration provided?
   - Is there a clear and complete budget presented that identifies all event costs, projected revenue, in-kind support, and what part of the event the grant would be used for?
   - Is an effective means of measuring attendance identified?
   - Is the application submitted in the format requested?

Assistance - Tompkins Festivals Program

Grant applicants are strongly encouraged to take advantage of support provided by the Tompkins Festivals Program. The following resources may be available for your Tompkins County–based Celebration:

- Annual event management workshops on various topics. Led by the Downtown Ithaca Alliance and Tompkins County Tourism Program.
- Technical event assistance. Topics of individualized technical assistance include, but are not limited to, budgeting and fundraising, site planning and permitting, volunteer management, site management, succession planning, etc.
- Event equipment loan service
- Tompkins County event vendor lists
- Tompkins County event planning manual

For more information, visit the Tompkins Festivals website at www.tompkinsfestivals.com or contact Allison Graffin or Tatiana Sy at the Downtown Ithaca Alliance, allison@downtownithaca.com or tatiana@downtownithaca.com.

Assistance – Grant Administrator

Please call or email the grant administrator if you have any questions or need help putting together your application. We welcome and encourage you to submit a draft for review and comment by the grant administrator before submitting your final application. Requests for review received at least 10 days before the final grant deadline will receive comments.

Important Notes

All grant recipients must acknowledge the Tompkins County Tourism Program in advertising, collateral and promotional materials with the following phrase:
This program was made possible by a grant from the Tompkins County Tourism Program.

Or, if more appropriate, you may recognize the Tourism Program with this phrase:
This program was made possible, in part, by a grant from the Tompkins County Tourism Program.

Recipients must submit a grant report within 30 days of the completion of the project. If a report is not submitted in a timely manner, funding requests by the same organization will not be considered for the next two years.

Application Directions
Community Celebrations Grant applications are now accepted online through the Apricot grant management system. Tompkins County has partnered with the United Way of Tompkins County to provide this online application in order to increase the Tourism Program's capacity for program evaluation and to streamline our grant-making processes. Step-by-step details on how to create a user account and access the tourism grant application are below. Instructions with screenshots are also available on the Community Celebrations Grant webpage: www.tompkinscountyny.gov/tourism/celebrations. The grant administrator is available to provide hands-on support to access and complete the online application. Don't hesitate to ask for help.

Creating a New Account in Apricot:
- Copy and paste the following address into your web browser: https://goo.gl/YVTqV6
- Complete the required fields (marked with an asterisk *) and click "Save Record."

Accessing Your Tourism Grant Application(s):
**Please see above instructions to create an account. You can then log in and begin your application.
- Go to: https://ctk.apricot.info/auth
- Log in using your email and existing password (typically the executive director's email).
- To update your Agency Intake form, click "Agency Intake" along the left-hand side. Click your agency name and then "Edit Agency Intake."
- To start an application, click "Application Overview" along the left-hand side and then click "Apply" next to the grant you're soliciting.
- You can edit an application you started from the "Application Overview" page under "Applications in Progress" by clicking "Access." From the Document Folder, click "Edit" along the right-hand side.
- To submit your application, from the Document Folder, click "Submit Application" under "Grant Actions."

Helpful Hints:
- You can access historical records on the left-hand side of the "My Apricot" page.
- You may return to the Application Overview page by clicking on "Application Overview" on the left-hand side.
- You may return to your homepage by clicking "My Apricot" on the top of the page.
- You may access the Document Folder from the application by clicking "View Folder."
- Remember to save often. Forms do NOT auto-save.

Apricot is recommended for use with Google Chrome, Safari or Firefox. Internet Explorer is not compatible.

Attachments. There are up to three required attachments:
1. Proof of nonprofit status in the form of a 501c3 determination letter (applicable only if applying directly as a not-for-profit);
2. For returning applicants, your grant report for the most recently completed project; and
3. Your detailed operational budget.

You may also attach any qualifications, drawings or ancillary information (including video and/or audio files) necessary to support your proposal, but keep in mind that the primary focus of reviewers will be on the information in the online application and your project budget. Optional materials may be attached with the application or hand-delivered if necessary. Applicants are also encouraged, but not required, to provide letters of support/commitment from key partners who are critical to the success of the project. There is no page limit for attachments.

Program Budget Worksheet – Required Attachment. Again, you are required to submit a budget for your Celebration. Please use the budget worksheet template that is provided in Excel on the Tourism Program website. This is not your organizational budget, but a budget for the Celebration for which you are requesting grant funding. You may modify the template as needed to provide a clear and accurate budget for your project. All major categories of expenses should be listed. In addition, please list revenues and/or the value of in-kind donations from sources other than the Tompkins County Tourism Program in the designated spaces.

Your application must be submitted online by the deadline. Under special circumstances such as an applicant lacking Internet access, and with the prior approval of the grant administrator, an application may be submitted by hand or by mail by the same time and date to:

> Tompkins County Planning Department
> Attention: Tourism Program
> 121 East Court Street
> Ithaca, New York 14850

Upon receipt, all applicants will receive an email confirmation of receipt. If you do not receive an email confirmation within one business day of the application deadline, please follow up with the grant administrator to make sure that your application was received.

Applicants applying under the fiscal sponsorship of a municipality must also receive prior approval of fiscal sponsorship and deliver one copy of the Community Celebrations Grant application to the village, town or city office of the community where the event will take place. Funds for successful applications through municipal sponsors will be sent directly to the municipality, not to individuals or groups.

Copy to the Municipality

For applicants applying under the fiscal sponsorship of a municipality, office addresses are listed below. *Example: If your event takes place at Stewart Park, then you would send one copy of the application to the City of Ithaca. If it takes place inside the Groton Fire Department, then you must send one copy to the Town of Groton.* If you are unclear on this requirement, please contact the grant administrator at tourism@tompkins-co.org or(607) 274-5560.

No letter of endorsement is required; however the applicant must attest to having received prior approval from the fiscal sponsor.

- [ ] City of Ithaca, Mayor's Office, 108 East Green Street, Ithaca, NY   14850

- [ ] Town of Caroline, Town Clerk, PO Box 136, 2670 Slaterville Rd., Slaterville Springs, NY 14881

- [ ] Town of Danby, Town Clerk, 1830 Danby Road, Ithaca, NY   14850

- [ ] Town of Dryden, Town Clerk, 93 East Main Street, Dryden, NY   13053

- [ ] Town of Enfield, Town Clerk, 168 Enfield Main Road, Ithaca, NY   14850

- [ ] Town of Groton, Town Clerk, 101 Conger Boulevard, PO Box 36, Groton, NY   13073

- [ ] Town of Ithaca, Town Clerk, 215 N. Tioga Street, Ithaca 14850

- [ ] Town of Lansing, Town Clerk, Box 186, Lansing, NY   14882

- [ ] Town of Newfield, Town Clerk, 166 Main Street, Newfield, NY 14867

- [ ] Town of Ulysses, Town Clerk, 10 Elm Street, Trumansburg, NY   14886

- [ ] Village of Cayuga Heights, Village Clerk, 836 Hanshaw Road, Ithaca, NY   14850

- [ ] Village of Dryden, Village Clerk, 16 South Street, PO Box 820, Dryden, NY   13053

- [ ] Village of Freeville, Village Clerk, PO Box 288, 5 Factory Street, Freeville, NY   13068

- [ ] Village of Groton, Village Clerk, 108 East Cortland Street, PO Box 100, Groton, NY 13073

- [ ] Village of Lansing, Village Clerk, 2405 N. Triphammer Road, Ithaca, NY   14850

- [ ] Village of Trumansburg, Village Clerk, 56 East Main Street, PO Box 718, Trumansburg, NY 14886-0718

Application Checklist

- ☐ Read the application guidelines prior to beginning the application. Guidelines, a budget template and other materials are available for download here: www.tompkinscountyny.gov/tourism/celebrations.

- ☐ Create an agency login account for the online application on Apricot (instructions provided above).

- ☐ Answer all questions using the space provided in the online application form.

- ☐ Click "Save" often and return to the application and share it with others on your team as needed. **NOTE: The application does not automatically save, so save often to not lose any work. As an additional safeguard against losing work, consider composing text in a separate program and then copying and pasting the text into the application form.**

- ☐ Attach a complete budget spreadsheet using the provided template.

- ☐ Either:
  - o For applicants applying directly as a 501(c)3 not-for-profit organization, attach your IRS determination letter.
  - o For applicants applying through a municipal sponsor, secure approval to apply through the municipality.

- ☐ For applicants who have received a grant for the same Celebration in previous years, attach your most recent grant report.

- ☐ By February 11, 2017, complete a draft of your application. Call or email the grant administrator to request administrative review of your draft.

- ☐ **Before February 21, 2017, at 11am, submit your application online.**

- ☐ For applicants applying through a municipal sponsor, send a copy of your application to the municipality where your Celebration will take place. A list of municipalities and addresses is provided with these grant guidelines.

Community Celebrations Grant Report Form

Note to applicants: This report must be completed by the event organizer no later than one month after the event is held or the project is complete. Failure to submit a report on time will jeopardize future eligibility.

$_____

_____
Name of Celebration Event

_____
Name of Person Completing This Report

_____
Date of Event

1. Approximate attendance: _____

2. How did you measure attendance and was the method effective? Why?

3. Did your actual expenses differ from your budgeted expenses? How and why? Attach a copy of actual expenses paid using the attached grant expense form.

4. How did you market the Celebration, and what was the most successful method?

5. What did you learn this year that will help you put on a better Celebration in the future? What would you do differently next time?

6. What else would you like the Strategic Tourism Planning Board or other event planners to know about your event?

Please return this completed report to tourism@tompkins-co.org OR via mail to:
Tom Knipe
Tompkins County Planning Department
121 East Court St.; Ithaca, NY   14850
Email submission is strongly preferred.